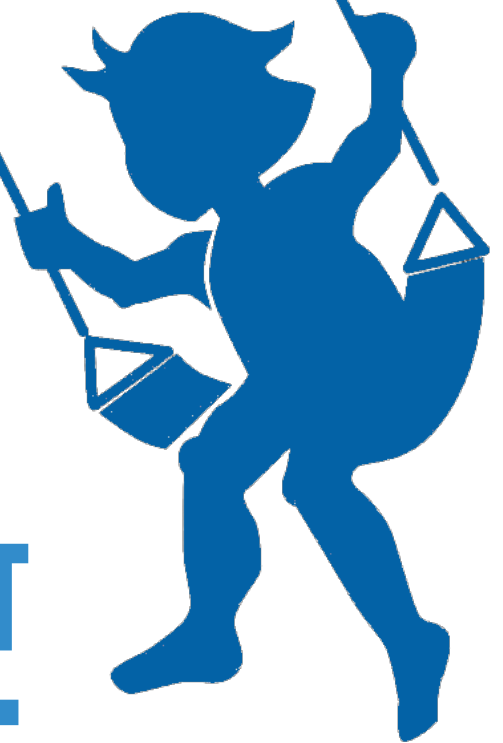


YOUNG LUNGS AT PLAY!

**KANSAS TOOLKIT
2019 UPDATE**





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Young Lungs at Play! In 4 Steps

Utilizing this Toolkit

This comprehensive Toolkit includes resources, templates and information on implementing effective policies and procedures to promote tobacco-free parks and recreational areas. It is intended to assist communities in ensuring that all forms of tobacco use are prohibited where children play.

The Toolkit is comprised of four steps: “YES,” “LEARN,” “ACTION,” and “PROMOTE.” These four steps will help you gain support for your proposed policy, educate your community’s decision makers about the need to protect children from secondhand smoke and tobacco litter, implement a policy and communicate your new policy to the community.

1. YES:

Garner participation in *Young Lungs at Play!* from municipalities, parks and recreation organizations, youth organizations, school districts, or any other community organizations with outdoor public areas. Engage youth, schools, community and recreation leaders to help champion the program.

2. LEARN:

Educate community leaders and decision makers about the facts. Provide resources, information and support.

3. ACTION:

Implement a 100% tobacco-free outdoor public area policy and request FREE *Young Lungs at Play!* signs. Communities and organizations that meet program criteria are eligible for signs.

4. PROMOTE:

Inform municipal staff and the community. Publish announcement in local media outlets.

Program Description

Prevent Children's Exposure to Secondhand Smoke

Municipalities, school districts, youth sports organizations and other groups are invited to join the Kansas Department of Health and Environment (KDHE) in eliminating children's exposure to secondhand smoke at public parks and playgrounds. Policy initiatives are key strategies in influencing community norms and are effective ways to limit exposure to the dangers of secondhand smoke. This initiative protects the environment and protects the health of all. KDHE will support you as you work to create tobacco-free parks and playgrounds.

Young Lungs at Play! Resources:

The *Young Lungs at Play!* Toolkit will provide sample ordinance and policy language, sample press releases, and information on how to address common questions about tobacco-free policies in outdoor public areas. In addition, local resources such as health department staff, youth groups, and KDHE may be available to help provide information and support as you work to pass your policy.

Young Lungs at Play! Signs:

After you implement a local 100% tobacco-free ordinance or policy that covers outdoor public areas, such as parks, playgrounds, hiking trails and sports arenas, KDHE has a supply of standard pre-imprinted 12" x 18" metal signs to place in your tobacco-free area(s). The policy/ordinance should include:

- A statement that all forms of tobacco use and electronic smoking devices are prohibited;
- And an enforcement plan.

Submit a request for free *Young Lungs at Play!* signs by sending a copy of your approved policy to KDHE at

https://www.surveymonkey.com/r/tobacco_free_signs

For more information about *Young Lungs at Play!* visit the website

http://www.kdheks.gov/tobacco/young_lungs.htm

or contact: **KSsmokefree@ks.gov**



Program Successes in Kansas

Young Lungs at Play! in Cheney, KS

Cash Young, a 10-year-old resident of Cheney, KS in Sedgwick County, used the *Young Lungs at Play!* Toolkit to advocate for tobacco-free parks as a part of his 4-H Citizenship Project in 2018.

Cash met with the Police Chief in Cheney to discuss policy enforcement, and later presented to the City Council to ask them to pass an ordinance banning smoking and e-cigarettes at most of the city-owned outdoor facilities. The City Council approved the ordinance with a unanimous vote.

Cash then submitted his policy to the Kansas Department of Health and Environment and requested *Young Lungs at Play!* signage, which was posted in the city's parks and recreation areas.



Young Lungs at Play! in Reno County, KS



In 2017-2018, six Reno County communities implemented tobacco free parks ordinances or policies, including the City of Hutchinson.

Communities That Care youth installed the first *Young Lungs at Play!* sign in George Pyle Park in Hutchinson on Kick Butts Day 2018.

Program Successes in Kansas

Humbolt



Emporia

Iola



Step 1: YES

Step 1 of *Young Lungs at Play!* is YES.

The intention of this section is to seek out a “yes, we’re interested!” from your local legislator, city official, or other decision maker. Sometimes all you need to do is ask!

This step is also a great time to build local support in your community. The letters included in this section are great to send to local businesses, schools, churches, and other community organizations who can help support your efforts to pass a tobacco-free outdoor areas ordinance.

This section includes three sample letters:

- A “first contact” letter to introduce *YLAP!* to your legislator/community
- A follow-up letter to send if you don’t hear a response from your first letter
- A letter to send to city officials to propose strengthening of an existing policy

We encourage you to evaluate your individual community to decide the best way to approach your targeted decision maker. In some cases, an email will be more effective than a physical letter. In-person visits are also a great way to make a lasting impression!

Step 1: YES

Letter #1

First Contact

DATE

Name

Address

City, State Zip

Use to make a first connection with a city leader or decision maker.

Send on organization letterhead and attach the Fact Sheet, Sample Ordinance, and Sample Policy.

Dear _____,

[NAME OF ORGANIZATION] is inviting all [COUNTY] municipalities to join us in eliminating children's exposure to secondhand smoke at local public parks, playgrounds, and outdoor areas by participating in *Young Lungs at Play!*, a **no-cost** tobacco-free parks and playgrounds program supported by the Kansas Department of Health and Environment.

Young Lungs at Play! supports community efforts to protect the environment and the health of all residents, particularly our youth.

It's easy to participate in *Young Lungs at Play!* The first step is to invite the community government of [CITY/COUNTY] to adopt a policy, ordinance or resolution that prohibits the use of tobacco products in parks, playgrounds, or any other outdoor public areas. The Kansas Department of Health and Environment will support the community in its efforts to create tobacco-free policies by providing **FREE** *Young Lungs at Play!* signs to be posted in designated tobacco-free areas. The signs are attractive, durable, self-enforcing and promote a positive tobacco-free message.

Policy initiatives such as these are effective ways to limit exposure to the dangers of secondhand smoke and lessen the need for cleanup of ugly and potentially harmful tobacco litter.

For your review, I have enclosed a *Young Lungs at Play!* program description, fact sheet, and examples of strong ordinance and policy language. The *Young Lungs at Play!* sign will look like the image printed on the program description. You may contact the Kansas Department of Health and Environment about availability of signs to be posted in your community's playgrounds, parks, and outdoor areas. We will also be happy to attend meetings to provide more information about this program and the benefits of tobacco-free outdoor areas, and we can assist with publicity and promotion.

For more information about *Young Lungs at Play!*, please contact me at _____. I look forward to working with you on this important public health initiative.

Sincerely,

Name

Title

Step 1: YES

Letter #2

Re-Connecting

DATE

Name

Address

City, State Zip

Use to re-contact city leaders or decision makers that did not respond to the first invitation.

Send on organization letterhead.

Dear _____,

I am reaching out again because I haven't heard back from you about my first letter. *[NAME OF ORGANIZATION]* is inviting all *[COUNTY]* municipalities to join us in eliminating children's exposure to secondhand smoke at local public parks, playgrounds, and outdoor areas by participating in *Young Lungs at Play!*, a **no-cost** tobacco-free parks and playgrounds program.

Young Lungs at Play! supports community efforts to protect the environment and the health of all residents, particularly our youth. The program is supported by the Kansas Department of Health and Environment, who are available along with *[NAME OF ORGANIZATION]* to provide guidance and technical assistance as you work to pass your tobacco-free parks or playgrounds policy.

Policy initiatives such as these are effective ways to limit exposure to the dangers of secondhand smoke and lessen the need for cleanup of ugly and potentially harmful tobacco litter. Cities, counties and organizations across the state of Kansas have had success in passing and enforcing these policies.

It's easy to participate in *Young Lungs at Play!* The Kansas Department of Health and Environment will support the community in its efforts to create tobacco-free policies by providing **FREE** *Young Lungs at Play!* signs to be posted in designated tobacco-free areas.

You may contact the Kansas Department of Health and Environment for more information about *Young Lungs at Play!* or about availability of signs to be posted in your community's playgrounds, parks, and outdoor areas. We will also be happy to attend meetings to provide more information about this program and the benefits of tobacco-free outdoor areas, and we can assist with publicity and promotion.

For more information about *Young Lungs at Play!*, please contact me at _____. I look forward to working with you on this important public health initiative.

Sincerely,

Name

Title

Step 1: YES

Letter #3

Expanding a Current Tobacco-Free Policy

Use to encourage a city leader or decision maker to strengthen an existing policy. Send on organization letterhead and attach the Fact Sheet and Sample Ordinance.

DATE

Name

Address

City, State Zip

Dear Mayor _____ and members of City Council,

The members of *[NAME OF ORGANIZATION]* want to thank the City Council for its efforts to improve the health of all residents, especially our children, by making all of the city's playgrounds tobacco-free. We are proud of the leadership that *[CITY]* has shown on this issue.

[CITY]'s current *[ORDINANCE/POLICY]* prohibits the possession and use of tobacco products by any individual in the city's playgrounds. We would like to ask you to consider expanding the current ordinance to include *[all city parks and other outdoor properties, include e-cigarettes and/or smokeless tobacco, etc]*.

Tobacco-free parks, playgrounds and outdoor areas are important! Tobacco use in public areas where children and adults are watching and engaging in outdoor recreation is detrimental to their health, pollutes the environment and increases maintenance costs.

We would encourage *[CITY]* to participate in *Young Lungs at Play!*, a **no-cost** tobacco-free parks and playgrounds program supported by the Kansas Department of Health and Environment. Upon adoption of a comprehensive tobacco-free parks and playgrounds policy, the Kansas Department of Health and Environment will provide **FREE** *Young Lungs at Play!* signage to be posted in tobacco-free areas. The signs are attractive, self-enforcing and promote a positive tobacco-free message.

Please do not hesitate to call upon us to assist in this effort. Attached you will find more information about the importance of tobacco-free public places and the impact tobacco has on the community's health and the environment, as well as a sample ordinance with strong and comprehensive tobacco-free language.

Thank you in advance for taking action to make all our city's parks healthy places to play and enjoy for everyone.

Sincerely,

Name

Title

Step 2: LEARN

Step 2 of *Young Lungs at Play!* is LEARN.

The intention of this section is to educate community leaders and decision makers about the importance and need for a tobacco-free outdoor areas ordinance or policy.

The best way to start to educate your community is by researching the policies, ordinances and resources currently available in your community and in surrounding communities.

This section includes:

- A fact sheet that covers the science, data, and evidence behind tobacco-free outdoor area policies.

Step 2: LEARN

Fact Sheet

Tobacco-Free Parks and Playgrounds Are Important

Many communities in Kansas have instituted outdoor tobacco-free ordinances at parks, zoos, athletic fields, playgrounds, trails and even city sidewalks and streets as a way to protect both children and the environment.

Tobacco-Free Parks Are Clean Parks

Cigarette butts are the most littered item in the world.¹

Discarded cigarettes and other forms of tobacco are toxic, hazardous to the environment and costly to clean up. Cigarette butts are not biodegradable. Small children and animals are at risk of swallowing, choking, or burning themselves with discarded butts and poisoning themselves with the drug nicotine. Tobacco waste makes parks and playgrounds look dirty and uninviting. Tobacco-free parks provide children with clean and healthy places to play.



Youth in Sedgwick County participated in a parks tobacco litter cleanup in 2017. Orange flags indicate collected litter. More than 280 cigarette butts and other tobacco materials were collected within an hour, most concentrated next to play equipment and at the playground perimeters.

Children Imitate Adult Behaviors

Every year in Kansas, nearly 1,200 children under 18 years old become new daily smokers.² How do children learn to walk? To talk? To play sports? From adults! When children see adults smoking in family-friendly places such as parks and playgrounds, they see the behavior as acceptable. Parks are about clean air, natural beauty and engaging in healthy activities. Smoking just doesn't fit in.

¹ Novotny TE, Zhao F. Consumption and production waste: another externality of tobacco use. Tob Control. 1999 Spring;8(1):75-80.

² The Toll of Tobacco in Kansas, Campaign for Tobacco Free Kids, Last updated November 15, 2018

Children Are Hurt by Secondhand Smoke!

Exposure to secondhand smoke has been estimated to result in more than 41,000 annual deaths³ in the United States and causes health problems in children including more frequent and severe asthma attacks, ear infections and sudden infant death syndrome.⁴

Secondhand smoke contains more than 7,000 chemicals known to be harmful or carcinogenic (cancer-causing), including formaldehyde, cyanide, carbon monoxide, ammonia, and nicotine.⁵ The Environmental Protection Agency classifies secondhand smoke as a class-A carcinogen: a substance known to cause cancer in humans and many serious illnesses in children.⁶

Children who are exposed to secondhand smoke are inhaling many of the same cancer-causing substances as smokers. There is no risk-free level of secondhand smoke exposure. The only way to fully protect yourself and your loved ones from the dangers of secondhand smoke is through 100% smoke-free environments.⁵

Tobacco-Free Outdoor Areas

Most Kansas adults, about 83%, **DO NOT** smoke.⁷ Tobacco-free policies that restrict tobacco use where children play help protect the health of all community members. Tobacco-free policies are public park policies similar to those prohibiting alcohol use or littering in public parks and are largely self-enforcing.

Posting adequate signage provides an opportunity to educate the community about the tobacco-free policy and allows individuals to handle tobacco use in the same manner as an alcohol or litter complaint that may occur at these facilities.

Help to prevent children's exposure to secondhand smoke at outdoor public play places. Supporting a tobacco-free ordinance in your city will make a difference in the health and welfare of all community members.



To request *Young Lungs at Play!* signs, or for a sample ordinance, please contact: KSSmokefree@ks.gov

³ U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress. A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2016 Nov 17].

⁴ Centers for Disease Control and Prevention. Health Effects of Secondhand Smoke. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/health_effects/index.htm

⁵ U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

⁶ U.S. Environmental Protection Agency. Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders. Washington, D.C.: Office of Health and Environmental Assessment, Office of Research and Development, U.S. Environmental Protection Agency, 1992.

⁷ 2017 Kansas Behavioral Risk Factor Surveillance System, Bureau of Health Promotion, Kansas Department of Health and Environment.

Step 3: ACTION

Step 3 of *Young Lungs at Play!* is ACTION.

The intention of this section is to implement a comprehensive, effective tobacco-free outdoor areas policy. **Communities and organizations that meet program criteria are eligible for free *Young Lungs at Play!* signs from the Kansas Department of Health and Environment.**

This section includes:

- A policy checklist to review and/or strengthen an existing policy
- A sample ordinance
- A sample policy

Step 3: ACTION

Policy Checklist

Use this checklist to review and/or strengthen your current tobacco policy.

A comprehensive tobacco-free policy should:

- ☐ Explicitly state that it covers **all tobacco products**, including products containing nicotine, electronic smoking devices, and any component or accessory used in the consumption of a tobacco product (including e-cigarette liquids, with or without nicotine).
- ☐ Prohibit the use of the defined prohibited tobacco products by all people on city parks and recreation premises.

Define city parks and recreation premises as any parks, playgrounds, trails, buildings, structures, property surrounding buildings and structures, athletic grounds, parking lots, or any other outdoor property owned, leased, or contracted by the city to be used for outdoor recreation by the public.
- ☐ Include an enforcement plan in the policy and define consequences for violations of the policy. This can be as simple as making the tobacco-free policy violations consistent with violations for other minor infractions like having alcohol in the outdoor area or being present in the outdoor area after-hours.

Cities/municipalities are also encouraged to:

- ☐ Provide training to policy enforcement officers on the restrictions of the policy and how to appropriately handle policy violations.
- ☐ Establish a communications plan to inform the community about the policy implementation as well as consistent communications to remind visitors to city outdoor public areas about the policy after implementation.
- ☐ Provide referrals to resources to help policy violators overcome addiction to nicotine and use of tobacco and vape products.
- ☐ Post tobacco-free grounds signage to inform the community about the policy. The Kansas Department of Health and Environment provides *Young Lungs at Play!* signage at **no cost** to cities and municipalities with a comprehensive tobacco-free outdoor areas policy.

Step 3: ACTION

Sample Ordinance

[Ordinance No., Year]

AN ORDINANCE OF THE [CITY/COUNTY] OF [CITY/COUNTY NAME], AMENDING THE [CITY/COUNTY NAME] MUNICIPAL CODE TO REGULATE TOBACCO PRODUCT USE AND SMOKING.

The [City or County Governing Body] does hereby find that:

WHEREAS, the [City or County Governing Body] acknowledges that secondhand tobacco smoke and e-cigarette vapor poses a threat to the health, safety and welfare of adults and minor children; and

WHEREAS, the U.S. Surgeon General has determined that there is no safe level of exposure to tobacco smoke pollution; and

WHEREAS, secondhand smoke is responsible for more than 41,000 deaths among nonsmokers each year; and

WHEREAS, nearly 90% of smokers started smoking before the age of 18 years old; and

WHEREAS, every year in Kansas, an estimated 1,200 young people under the age of 18 years become new daily smokers and 61,000 children now under 18 years old will die prematurely from smoking; and

WHEREAS, the smoking of tobacco, hookahs, or marijuana and the use of electronic nicotine delivery devices are forms of air pollution and constitute both a danger to health and a material public nuisance.

ACCORDINGLY, the [City or County Governing Body] finds and declares that the purposes of this ordinance are:

(1) to protect the public health and welfare by prohibiting smoking in outdoor places of employment and outdoor public places where nonsmokers are likely to be exposed to secondhand smoke; and

(2) to guarantee the right of nonsmokers to breathe smoke-free air, and to recognize that the need to breathe smoke-free air shall have priority over the desire to smoke; and

(3) to decrease the exposure of individuals, and children in particular, to secondhand smoke in their outdoor environment.

NOW, THEREFORE, BE IT ORDAINED AND ENACTED by the [City or County Governing Body] and it is hereby ordained and enacted by the authority of the same as follows:

Section 1: DEFINITIONS

The following words and phrases, whenever used in this [article/chapter], shall have the meanings defined in this section unless the context clearly requires otherwise:

- A. “*Electronic Nicotine Delivery Device*” means any product delivering nicotine, nicotine salts, or any other substance that can be used by a person to simulate smoking through inhalation of aerosol or vapor from the product. The term includes, but is not limited to, any electronic cigarette, cigar, cigarillo, pipe, or personal vaporizer.
- B. “*Hookah*” means a water pipe and any associated products and devices which are used to produce fumes, smoke, and/or vapor from the burning of material including, but not limited to, tobacco, shisha, or other plant matter.
- C. “*Playground*” means any park or recreational area designed in part to be used by children that has play or sports equipment installed or that has been designated or landscaped for play or sports activities, or any similar facility located on public or private school grounds or on [City or County] grounds.
- D. “*Public Event*” means an event which is open to and may be attended by the general public, including but not limited to, such events as concerts, fairs, farmers markets, festivals, parades, performances, and other exhibitions, regardless of any fee or age requirement.
- E. “*Public Place*” means an area to which the public is invited or in which the public is permitted.
- F. “*Recreational Area*” means any public or private area open to the public for recreational purposes, whether or not any fee for admission is charged, including but not limited to, amusement parks, athletic fields, beaches, fairgrounds, gardens, golf courses, parks, plazas, skate parks, swimming pools, trails, and zoos.
- G. “*Smoking*” means inhaling, exhaling, burning, or carrying any lighted or heated cigar, cigarette, pipe, hookah, or any other lighted or heated tobacco or plant product intended for inhalation, including marijuana, whether natural or synthetic, in any manner or in any form. “Smoking” includes the use of an electronic smoking device which creates an aerosol or vapor, in any manner or in any form, or the use of any oral smoking device for the purpose of circumventing the prohibition of smoking in this Article.

Section 2: PROHIBITIONS

- A. Smoking/tobacco use shall be prohibited on all outdoor property owned, leased, or operated by the *[City or County]* of *[City/County Name]*.
- B. Smoking/tobacco use shall be prohibited in the following outdoor public places:
 - i. In outdoor arenas, stadiums, and amphitheaters;
 - ii. In outdoor recreational areas, including parking lots;
 - iii. All outdoor playgrounds;
 - iv. In, and within *[recommended 15-25]* feet of all outdoor public events;
 - v. Within twenty (20) feet of the boundary of any playgrounds and outdoor athletic facilities owned and maintained by the city where members of the general public of any age assemble to engage in physical exercise, participate in athletic competition, play or participate in recreational activity, witness sports, or other outdoor recreational events.

Section 3: ENFORCEMENT

- A. Signage shall be posted at all outdoor property owned and operated by *[City or County]*.
- B. A person who is found to have violated the provisions of this Article shall be guilty of an infraction, punishable by a fine not exceeding *[Fine]*.
- C. At the judge's discretion, the judge may suspend the fine in lieu of attendance by the offender, at his or her own expense, in a smoking cessation program recommended by the local health department including the dangers of smoking, tobacco use and secondhand smoke.

Step 3: ACTION

Sample Policy

[City/County]-Owned Outdoor Recreational Areas Tobacco-Free Policy

Section 1: Purpose

- 1.1. The [City/County] is committed to providing safe and healthy environments.
- 1.2. Tobacco use is the leading cause of preventable death and disease in the U.S.
- 1.3. Exposure to secondhand smoke has negative health impacts and the U.S. Surgeon General has determined there is no risk-free level of exposure to secondhand smoke.
- 1.4. Electronic nicotine delivery devices, more commonly referred to as electronic cigarettes or e-cigarettes, typically contain nicotine, which is highly addictive and can harm the developing brain of adolescents. E-cigarette use: (1) is increasing nationally among youth; (2) produces an aerosol or vapor that can contain harmful and potentially harmful substances, such as nicotine, ultrafine particles, flavoring, volatile organic compounds, cancer causing chemicals and heavy metals including nickel, tin, and lead; and (3) threatens to re-normalize smoking, potentially jeopardizing tobacco control efforts of the past and present.
- 1.5. Cigarettes consumed in outdoor public places are often littered, diminishing the beauty of recreational areas, requiring additional maintenance expenses to clean up, and posing a fire risk as well as risk to human and animal health through potential ingestion and contamination of water sources.
- 1.6. Tobacco-free environments establish non-use of tobacco as a norm for children and young adults and offer opportunities for positive role modeling by adults.
- 1.7. The [City/County] believes tobacco use is detrimental to the public's health and has determined that prohibiting the use of tobacco products and electronic nicotine delivery devices in all [City/County] recreational areas serves to protect the public's health, safety and welfare.

Section 2: Definitions

- 2.1. **All times** means 24 hours a day, seven days a week.
- 2.2. **Electronic nicotine delivery system (ENDS)** means any product delivering nicotine, nicotine salts, or any other substance that can be used by a person to simulate smoking through inhalation of aerosol or vapor from the product. The term includes, but is not limited to, any electronic cigarette, cigar, cigarillo, pipe, or personal vaporizer.

2.3. **Recreational areas** means all facilities, parks, trails, open space, and other property owned, leased, rented, contracted, used, or controlled by [City/County] for parks and recreational purposes. The term includes, but is not limited to, restrooms, spectator and concession areas, playgrounds, athletic fields, beaches, and aquatic areas.

2.4. **Smoke or smoking** means inhaling or exhaling smoke from any lighted or heated cigar, cigarette, pipe, or any other tobacco or plant product, or inhaling or exhaling aerosol or vapor from any electronic nicotine delivery system. Smoking includes being in possession of a lighted or heated cigar, cigarette, pipe, any other tobacco or plant product intended for inhalation, or an electronic nicotine delivery system that is turned on or otherwise activated.

2.5. **Tobacco or tobacco product** means any product containing, made, or derived from tobacco that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, or any component, part, or accessory of a tobacco product including but not limited to cigarettes; cigars and other smoking tobacco; snuff and other chewing tobacco; electronic nicotine delivery systems; and any other kinds and forms of tobacco. The term excludes any product that has been approved by the United States Food and Drug Administration for sale as a tobacco cessation product, as a tobacco dependence product, or for other medical purposes, and is being marketed and sold solely for such an approved purpose.

2.6. **Tobacco use** means the act of smoking, the use of electronic nicotine delivery system, the use of smokeless tobacco, or the use of any other tobacco product in any form.

Section 3: Policy

3.1. Tobacco use is prohibited at all times in or on all recreational areas.

3.2. It is not a violation of this policy to use tobacco in or on recreational areas as part of a Native American spiritual or cultural ceremony. Approval from [City/County] administration must be requested and received prior to the ceremony.

Section 4: Enforcement

4.1. Signage will be posted at strategic locations to inform the community and recreational area users about the policy.

4.2 [City/County] staff and volunteers will be notified about this policy through the employee manual.

4.3 The success of this policy depends on the consideration and cooperation of all. Enforcement of the policy is a shared responsibility of [City/County] staff and recreational area users. [City/County] staff will communicate the policy to event organizers. [City/County] staff will also make periodic observations of recreational areas to monitor for compliance.

4.4 Any individual found violating this policy will be reminded and asked to comply before being subject to ejection from the recreational area. [City/County] staff found violating this policy may be subject to disciplinary action.

Section 5: Effective Date

This policy is effective on *[effective date]*.

Appropriate [City/County] Official

Date

Step 4: PROMOTE

Step 4 of *Young Lungs at Play!* is PROMOTE.

Publicity is crucial to the success of your new policy. Smoke-free and tobacco-free policies are largely self-enforcing, but the public needs to know about the policy to be able to comply!

We suggest creating a communications plan to help you outline your promotion activities and maintain consistent messages to your community. Consider tying policy implementation to a community event.

This section includes:

- A sample Media Advisory to invite local media to a park cleanup event
- A sample Media Advisory to invite local media to a *YLAP!* awareness event
- A press release to announce the results of your park cleanup event
- A press release to announce the successful adoption of a tobacco-free outdoor areas policy or ordinance
- A photo release form so that you can use any photos taken at events for publicity

Step 4: PROMOTE

Media Advisory #1

TODAY'S DATE

MEDIA ADVISORY FOR
EVENT DATE

*Use to invite your local media outlets to your
Young Lungs at Play! parks cleanup.
Send on organization letterhead and include
the Fact Sheet.*

For more information contact:

NAME

PHONE

EMAIL

NOTE: Header should be bold, all caps, and should grab the attention of the media outlet. Use action verbs and sum up the event in a sentence. A subtitle can also be used if necessary.

[ORGANIZATION] HOLDS EVENT TO CLEAN UP LOCAL PARKS

Showing the need for tobacco-free outdoor areas in [CITY]

[CITY], KS: On [DATE], [ORGANIZATION] will be holding a park cleanup event in [CITY]. Students from [SCHOOL/COMMUNITY GROUP] and other community volunteers will come together to pick up tobacco litter in [PARK/S]. Flags will be placed at the location of each cigarette butt, chew can, and other tobacco product collected from the park.

Many other communities across Kansas have held similar park cleanup events. Often the flags placed show tobacco litter concentrated around play equipment, benches, and the park/playground perimeter. Photos of the flags and the bags of collected tobacco litter will be presented to the City Council by [ORGANIZATION/YOUTH GROUP] on [DATE] to gain support for an ordinance prohibiting tobacco use in [CITY] parks and public outdoor areas.

WHO:

WHAT:

WHEN:

WHERE:

[ORGANIZATION]'s goal is to protect [CITY] children from secondhand smoke and support a healthy community free from dangerous and unsightly tobacco litter. We invite you to attend our tobacco litter cleanup to help us build support for tobacco-free parks, playgrounds, and outdoor areas in [CITY].

###

Brief description of your organization and its mission.

Step 4: PROMOTE

Media Advisory #2

*Use to invite your local media outlets to your
Young Lungs at Play!
awareness/educational event.
Send on organization letterhead and include
the Fact Sheet.*

TODAY'S DATE

MEDIA ADVISORY FOR
EVENT DATE

For more information contact:

NAME

PHONE

EMAIL

NOTE: Header should be bold, all caps, and should grab the attention of the media outlet. Use action verbs and sum up the event in a sentence. A subtitle can also be used if necessary.

[ORGANIZATION] HOLDS EVENT TO PROMOTE TOBACCO-FREE OUTDOOR AREAS

Showing the need for tobacco-free outdoor areas in CITY

[CITY], KS: On [DATE], [ORGANIZATION] will be holding an event in [CITY] to educate citizens about the dangers of tobacco use and secondhand smoke exposure. [BRIEF DESCRIPTION OF EVENT/PARTICIPANTS].

[ORGANIZATION] is working to gain awareness and support for an ordinance prohibiting tobacco-use in [CITY] parks, playgrounds, and other public outdoor areas. Many communities across Kansas have implemented similar ordinances for tobacco-free parks and outdoor areas.

WHO:

WHAT:

WHEN:

WHERE:

[ORGANIZATION]'s goal is to protect [CITY] children from secondhand smoke and support a healthy community free from dangerous and unsightly tobacco litter. We invite you to attend our event to help us build support for tobacco-free parks, playgrounds, and outdoor areas in [CITY].

#

Brief description of your organization and its mission.

Step 4: PROMOTE

Press Release #1

TODAY'S DATE

FOR IMMEDIATE RELEASE

For more information contact:

NAME

PHONE

EMAIL

Use to announce the findings of your parks cleanup event.

Send on organization letterhead and include the Fact Sheet.

NOTE: Header should be bold, all caps, and should grab the attention of the media outlet. Use action verbs and sum up the event in a sentence. A subtitle can also be used if necessary.

[ORGANIZATION] PICKS UP [AMOUNT] OF TOBACCO LITTER IN [CITY] PARK

Showing the need for tobacco-free outdoor areas in [CITY]

[CITY], KS: On [DATE], [ORGANIZATION] held a park cleanup event in [CITY]. Students from [SCHOOL/COMMUNITY GROUP] and other community volunteers came together to pick up tobacco litter in [PARK/S]. Flags were placed at the location of each cigarette butt, chew can, and other tobacco product collected from the park.

After only [TIME (e.g., one hour)], [AMOUNT IN POUNDS] of tobacco litter was picked up in [PARK]. This included [NUMBER OF CIGARETTE BUTTS, NUMBER OF CHEW CANS, OTHER TOBACCO LITTER, ETC]. Much of the litter collected was concentrated around [AREAS (e.g., around playground equipment, park borders, benches, etc.)].

Flags were placed at the location of each piece of tobacco litter collected. Photos of the flags and the bags of collected tobacco litter will be presented to the City Council by [ORGANIZATION/YOUTH GROUP] on [DATE] to gain support for an ordinance prohibiting tobacco use in [CITY] parks and public outdoor areas.

[ORGANIZATION]'s goal is to protect [CITY] children from secondhand smoke and support a healthy community free from dangerous and unsightly tobacco litter. We invite you to attend future City Council sessions to help us build support for tobacco-free parks, playgrounds, and outdoor areas in [CITY].

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Brief description of your organization and its mission.

Step 4: PROMOTE

Press Release #2

*Use to announce your city's successful adoption
of Young Lungs at Play!
Send on organization letterhead and include
the Fact Sheet and a copy of the new city
ordinance.*

TODAY'S DATE

FOR IMMEDIATE RELEASE

For more information contact:

NAME

PHONE

EMAIL

NOTE: Header should be bold, all caps, and should grab the attention of the media outlet. Use action verbs and sum up the event in a sentence. A subtitle can also be used if necessary.

[CITY] JOINS STATEWIDE EFFORT FOR TOBACCO-FREE PARKS AND PLAYGROUNDS

City Council approves ordinance, [CITY] joins Young Lungs at Play! initiative

[CITY], KS: [ORGANIZATION] is proud to welcome [CITY] to the growing list of [COUNTY] and Kansas communities who have joined *Young Lungs at Play!*, an initiative to make public parks, walking trails, athletic fields and playgrounds tobacco-free. A kick-off event will be held at [TIME, DATE, LOCATION OF KICKOFF EVENT].

[CITY] City Council members approved a new ordinance on [DATE] prohibiting all forms of tobacco use in all city-owned public outdoor areas, including all city parks, playgrounds, trails, and athletic fields. [CITY] received free signage from the Kansas Department of Health and Environment to post in impacted areas to inform visitors of the new policy.

For more information about *Young Lungs at Play!*, contact [ORGANIZATION] at [CONTACT INFO].

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Brief description of your organization and its mission.

Step 4: PROMOTE

Photo Release

Publicity Consent and Release Agreement

Individuals/students/minors are occasionally asked to be a part of [ORGANIZATION] and the Kansas Department of Health and Environment (KDHE)'s publicity, publications and/or public relations activities. To guarantee their privacy and ensure their agreement for participation, [ORGANIZATION] and KDHE ask that this form be signed.

The form referenced below indicates approval for names, portraits (video or still) and words to appear in [ORGANIZATION] and KDHE publications, videos, or on websites. The pictures, videos, and/or words may be used by [ORGANIZATION] and KDHE in subsequent years. These pictures and articles may or may not personally identify the individuals/students/minors.

Agreement

I release to [ORGANIZATION] and KDHE my (or my minor child's) name, portraits (video or still) and/or words and consent to their use by [ORGANIZATION] and KDHE.

[ORGANIZATION] and KDHE agree that the name, portraits (video or still) and/or words shall only be used for any public relations activities, public information, publicity, on websites and for instruction.

I understand and agree that:

- No monetary consideration shall be paid;
- Consent and release have been given without coercion or duress;
- This agreement is binding upon heirs and/or future legal representatives;
- The name and portraits (video or still) may be used in subsequent years.

Effective date of agreement: _____/_____/_____

If you wish to rescind this agreement you may do so at any time with written notice to both [ORGANIZATION] and KDHE.

Name: _____
(Print name as you wish it used)

Signature: _____ **Relationship to minor:** _____

One copy of this agreement should be retained by [ORGANIZATION], one copy should be submitted to KDHE, and one copy should be provided to the individual signing the agreement.

Additional Resources

Overcoming Barriers, Resistance and Obstacles

While there have been many positive responses to the YLAP! program, program advocates have encountered some obstacles to implementation. Anticipate and prepare for these common barriers.

Concern: *Municipalities are concerned that a restriction of tobacco use will discourage people from using the parks, particularly facilities that are rented.*

Response: Most Kansas adults, about 83 percent, do not use tobacco. Tobacco use in a playground or recreation area contradicts the intended use of the area, which is to promote healthy and safe outdoor activity for all members of the community. Tobacco is neither a healthy or safe activity for children.

Concern: *Our community is low-income and often financially distressed. How can we afford enforcement of an additional ordinance?*

Response: The city/municipality likely has a current ordinance that prohibits alcohol use in parks and playgrounds. Alcohol, like tobacco, is a legal drug. Invite the governing board to implement the same enforcement policy currently used to control alcohol to the new tobacco ordinance.

In addition, YLAP! has the ability to be self-enforcing. Individuals can help enforce the policy when YLAP! signs are posted. The signs are attractive, non-confrontational, and because they include information about the Kansas Tobacco Quitline, they are helpful to individuals seeking to quit tobacco.

Concern: *Taxpayers have a right to use and enjoy the park as they like. People use the park at lunch time to relax. Since they are not allowed to smoke inside, they need a place to smoke outdoors.*

Response: Restricting tobacco use is not a rights issue, it is a public health issue. Most Kansans do not use tobacco, yet tobacco remains the leading cause of preventable death and disability in the United States and Kansas, including thousands of children exposed to tobacco smoke pollution.

Concern: *Smoking outside is better than smoking indoors. If someone doesn't want to be around the smoke, why can't they just walk away?*

Response: In addition to the danger of exposure to secondhand smoke and cigarette litter, when children see adults smoking in family-friendly places like parks and playgrounds, they see the behavior as acceptable. Parks are about clean air, natural beauty and engaging in healthy activities.